

I Can Get You a Tow Campaign

Baxter Ave./Bardstown Rd. Rush Hour Parking Education and Enforcement Plan

Problem:

Along Baxter Avenue/Bardstown Road parking is not allowed during rush hour to enhance the flow of traffic. Consistently during morning and afternoon rush hours, however, cars park in the lanes that are to be cleared for traffic. This presents a danger for motorists and inhibits traffic along the corridor.

For the one-year time period studied 1749 citations were issued:

April 1, 2016 – April 16, 2017

7 -8 AM – 186 Tickets

8-9 AM – 37 Tickets

4-5 PM – 1453 Tickets

5-6 PM – 73 Tickets

1565 (89%) of these tickets were first time offenders

184 (11%) issued to repeat offenders

Solution:

The “I Can Get You a Tow” campaign is a partnership between District 8 Metro Councilman Brandon Coan, LMPD, PARC, local businesses, and residents to increase awareness of rush hour parking restrictions and increase enforcement to avoid accidents.

The campaign has three stages: Education, Warning, and Enforcement. to be put into effect throughout the summer. The education phase, beginning in August will target members of the community visiting the area for business, shopping, dining. The warning phase beginning in September will increase visibility on the streets in the form of more enforcement officers and warnings left on vehicles parked illegally. The enforcement phase beginning in October will involve towing blitzes.

Target Area:

Baxter Ave./Bardstown Rd. from Broadway to Princeton Dr.

Special emphasis on 900 Baxter and 1000 Bardstown

Goals:

Reduced illegal parking measured by initial increase in ticketing and towing followed by long term decrease in ticketing and towing

Reduce repeat offenders 90%

Timeline:

June & July – Prepare

August – Educate

September – Warn

October – Enforce
November – Review

June

- *Meet with partners*
- *Establish a timeline for preparation and implementation of the project*
- *Collect materials from previous campaigns that were similar*
- *Determine a list of necessary resources and a preliminary budget*
- *Outline properties adjacent to the Bardstown Rd. Corridor (commercial and residential)*
- *Develop a plan to communicate and coordinate with adjacent neighborhood associations and other key groups*
 - *Initial communication*
 - *NA E-news, Social Media, and Meetings*
- *Research similar situations within the city of Louisville and other cities*
- *Research solutions to make people aware/deter people from parking in these spots.*

July

- *Draft template for education plan and warning plan*
 - *Utilize Education Plan from Saturday Meter Enforcement*
 - *Review plan utilized around Clubhouse and other properties adjacent to the University of Louisville on Crittenden Drive*
 - *Potential implementation of Plate Recognition Technology to identify repeat offenders and where the majority of offenders reside for a greater targeted response.*
- *Business Outreach*
- *Draft Media Plan*
- *Develop a strategic targeting plan to include technology like IP address targeting*
- *Review history and feasibility of a 3-6 Peak Period Restriction*
- *Touch base with PARC/LMPD*

August

- *Media Releases/Notices*
- *Implement Education Plan*
 - *Begin media notice, distribution of materials to businesses, associations, etc.*
- *Finalize Warning Plan*
- *Update neighborhood associations and necessary groups & provide materials*
- *Review effectiveness of Education Plan*
- *Begin preparation for October Towing Blitz*
 - *Transfer Station*
 - *Location*
 - *Logistics (Coordinate with Property)*
- *Contact local groups, businesses, and residents to gauge effectiveness and begin the implementation of warning plan*
- *Coordinate implementation of warning plan with PARC and LMPD*

- Finalize and distribute materials and necessary communications to local groups and residents about warning plan
- Finalize transfer station site and protocol
- Attend Neighborhood Association meetings

September

- Implement Warning Plan
 - Warnings to be placed on cars parked along the corridor during rush hour with tickets about towing plan the following month
 - Institute scans of area with Plate Recognition Car to collect data on repeat offenders, peak areas, etc.
- Continue to provide notice with tickets that increased towing will start in October
- Prepare for towing blitz
 - Greater PARC enforcement presence and more ticketing officials
 - Transfer Station Identified and Ready (Jefferson Co. Trad. Middle School)
- Attend Neighborhood Association meetings

October

- Finalize towing blitz plans
- **Increased Towing Effective per Oct. 2**
- Attend Neighborhood Association meetings

November

- Long-term plan for enhanced towing and awareness
- Evaluate area signage
- Prepare recommendations for longer-term strategic solutions for the corridor
 - Obtain traffic data

Involved Groups

- Metro Government
- PARC
- LMPD
- JCPS
- Highlands Commerce Guild
- Businesses and residents along the corridor
- Convention and Visitors Bureau
- District 8 Advisory Board
- Adjacent Neighborhood Associations
 - Bonnycastle Homestead Association
 - Cherokee Triangle Association
 - Deer Park Neighborhood Association
 - Highland-Douglass Neighborhood Association
 - Original Highlands Neighborhood Association
 - Tyler Park Neighborhood Association

Education, Awareness, and Potential Solutions

Education

- Necessary Information
 - Impact on traffic
 - Impact on community
 - Liability to drivers, motorists
 - Ticket/Towing Liability
 - Ordinance Information
 - Side-Street Parking Information
 - Alternatives
 - Resources for business owners/residents
 - Technology (Meter/apps)
 - Towing Blitz
- Platforms
 - Traditional Media Plan
 - Social Media
 - Email/E-News
 - Physical Notice
 - Signage
 - Mailers
 - Meter stickers
 - Text notifications
 - Association Notifications
 - Association Meetings
 - Motorist notification targeting
 - Study where most offenders come from
- Businesses
 - Clearly advertise/indicate off street parking options if available
 - Note parking restrictions and options on website, social media, review apps like Yelp.

Potential Awareness

- Better signage
 - Closer intervals
 - Remove unnecessary signage
- Creation of city-wide master list of parking-time restrictions
- Warning Period for Offenders
 - Slips with tickets
 - Warning notes
- Targeted Awareness to repeat offenders
- Businesses can note restrictions/alternatives on counters/windows/doors
- Discuss possibility of returning peak restriction hours to 3-6 PM (like Downtown)

Potential Solutions

- Increased enforcement (ticketing/towing)

- Emphasis on ticketing primarily
- Scheduled towing blitzes with transfer stations
 - Potential Locations
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 - Jefferson Traditional Middle
 - Highlands Middle
 - Mid City Mall
 - Atherton
 - Assumption
 - Bellarmine
 - Douglass Community Center
 - Urban Gov. Center
- More Meters and Pay Stations
- Develop a tool for people/businesses to easily report illegal parking to PARC/LMPD
- Targeted notification to repeat offenders per vehicle recognition
- Shut off meters
 - 1300, 1500, 1600, 1700 Block of Bardstown Rd.
- App Notification with Passport

District 8 Meeting Dates and Times

DATE	TIME	TITLE
21-Aug-17	7:00pm	Cherokee Triangle Neighborhood Association Meeting
21-Aug-17	6:00pm	Original Highlands Neighborhood Association Meeting
24-Aug-17	7:00pm	Tyler Park Neighborhood Association Meeting
30-Aug-17	8:30am	Highland Commerce Guild
6-Sep-17	6:30pm	Highlands-Douglass Neighborhood Association Meeting
12-Sep-17	7:00pm	Bonnycastle Homestead Association Meeting
18-Sep-17	7:00pm	Cherokee Triangle Neighborhood Association Meeting
18-Sep-17	6:00pm	Original Highlands Neighborhood Association Meeting
20-Sep-17	6:30pm	Upper Highlands Neighborhood Association Meeting
25-Sep-17	7:00pm	District 8 Advisory Board Meeting
27-Sep-17	8:30am	Highland Commerce Guild
28-Sep-17	7:00pm	Tyler Park Neighborhood Association Meeting
4-Oct-17	6:30pm	Highlands-Douglass Neighborhood Association Meeting
10-Oct-17	7:00pm	Bonnycastle Homestead Association Meeting
16-Oct-17	7:00pm	Cherokee Triangle Neighborhood Association Meeting
16-Oct-17	6:00pm	Original Highlands Neighborhood Association Meeting
25-Oct-17	8:30am	Highland Commerce Guild
26-Oct-17	7:00pm	Tyler Park Neighborhood Association Meeting